

**From:** [ULI Education](#)  
**To:** [Kent Smith](#)  
**Subject:** New Webinar: Which Amenities are Worth the Investment?  
**Date:** Thursday, July 09, 2015 8:53:22 AM

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Urban Land Institute



## July 23rd Webinar: What amenities and programs should you add to your next project to have the greatest impact and ROI?

### Health Amenities and Real Estate Premiums: Project Examples and Case Studies

July 23, 2015  
1:30 PM - 3:30 PM ET

You already know that communities which promote active lifestyles tend to be more attractive to consumers and more successful, but which amenities, specifically, are worth the investment? During this webinar, experts and practitioners will share specific examples of amenities and programs being incorporated into real estate projects and how these affect feasibility, marketing, construction, operational efficiency, and regulatory approvals. Using real-world examples, we will explore the complexity, potential conflicts, costs, and the premiums these amenities can generate.

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